

## Utah Heritage Tradition Evaluation and Designation Process

*(updated 7/716)*

### Soliciting and Accepting Applications

- Staff, Board members and others may contact communities directly to encourage them to apply for recognition of their local annual events or traditions. It should be made clear to potential applicants, however, that staff or Board member encouragement should not be viewed as an indicator of either initial or final approval.
- Applications and information about the Heritage Traditions program will be available on a Division of State History website, allowing for an “open” nomination process by any community, organization, or individual.
- Staff will be available to answer questions from potential applicants and assist them in completing their applications, though it will not be the responsibility of staff to either fill out applications or provide supporting materials.

### Review and Evaluation

- Staff will conduct a technical review of all applications to ensure that the information is complete and accurate. Incomplete applications will be returned to the applicants with specific advice on how to remedy the shortcomings.
- Staff will forward complete applications to the Director and Coordinators Council for review and evaluation, along with an informal assessment.
- All complete applications will be forwarded to the Board along with a written recommendation from the Director and Coordinators Council.
- The Board of State History will review applications at the next scheduled Board Meeting and will vote to approve, table, or deny applications based on the written and approved criteria for evaluation.
- Denied or tabled applications may be resubmitted by the applicants after addressing the issues raised by the Board.
- Approved applications will be officially recognized and supported by the Division in accordance with the Results of Designation outlined below.

### Results of Designation

- The Division will list approved Heritage Traditions on its website and in other outreach materials and will prepare press releases and other media announcements to promote public awareness and recognition.
- The Division will award the designation certificate or plaque at an appropriate event scheduled by the applicant organization.
- Designated Heritage Traditions will be authorized by the Division to use the official logo for appropriate promotional purposes.
- The Division will coordinate with the Department of Heritage and Arts, the Utah Travel Council, and other agencies and organizations to promote designated Heritage Traditions.

- Designations will remain in effect unless the event/tradition ceases to be an active part of the community or if substantive information provided in the application is demonstrated to have been inaccurate.

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